

ABSTRACT OF THE DISCLOSURE

FORMULATIONS DESIGNED TO BE APPLIED ON
KERATINOUS MATERIAL AND TO BE RINSED

5 The invention concerns a formulation designed
to be applied on keratinous material such as the skin,
the hair, and to be rinsed with an aqueous rinsing
10 medium, in the form of a stable dispersion for a pH
ranging between 3 and 5.5, and comprising at least one
active substance, a vector agent consisting of at least
one organic polymer capable of bringing said active
substance to the surface of the keratinous material
15 during the rinsing process, and optionally at least one
salt soluble in the formulation; the active substance,
whether or not in liquid form, has in the medium of the
formulation, a global cationic or zero charge; it is
insoluble in the formulation medium and stabilized by
20 means of a cationic surfactant and it remains insoluble
or tends to swell in the rinsing medium; the invention
also concerns methods for treating keratinous material
using said formulation, as well as the use of a vector
agent consisting of at least an organic polymer in the
25 formulation as agent capable of bringing the active
matter to the surface of the keratinous matter during
the rinsing process